

LEO BURNETT U.S.A.

Ad No. 302—Photo 2—Fall in Connecticut—Rev. No. 8058—1 page—A/C Island—Bk 6 11 1/2 in.—National Magazine, 1975 141

Printed in U.S.A.

Marlboro



Marlboro Kid
or Longhorn 100's
you got a lot of like.

14 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



2061192743